

AM - Marketing intern

Placement Location: Derbyshire

Vacancy Description

Start Date: February 2018

Preferred Duration: 6 months

The Host Company

The host company is a specialist in the design and manufacture of monitors and analysers for industrial infrared non-contact temperature measurement, combustion efficiency and environmental pollutant emissions. The host company has supported the global industrial community for over 70 years with innovative and reliable products and solutions. The host company is part of the Process & Analytical Instruments Division of main company in America - a global supplier of high-end analytical instrumentation.



The Placement

The host company is looking for an enthusiastic student to assist them with their international marketing activities over a number of industrial market sectors for a period of 6 months starting August 2017. The placement is open to all nationalities. Working for the Technical Marketing Manager, the main tasks during the placement will be to support the delivery of the global marketing communications activities and to assist in the generation and tracking of enquiries and leads. Key tasks will include supporting the:

- Input, qualification, allocation and tracking in CRM of marketing generated enquiries/leads.
- Development of website content (updates, events, news,...) and optimisation.
- Organisation of company's attendance at international exhibitions and internal events.
- Creation and distribution of email communications.
- Maintenance of online listings and digital advertising.
- Development of social media channels.

The Ideal Student

- Marketing communications background
- Good level of English, written and spoken
- Great organisational skills
- Excellent written and verbal communication
- Interest in digital marketing and website development
- Interest in B2B marketing
- Interest in industrial products

Contact: ispo@emc-dnl.co.uk

Students can register on our website <http://www.ispo.co.uk/students/21/my-account-register> to receive other internship offers